

### **ABSTRACT OF THE DISCLOSURE**

[0048] An interactive technique for generating a supplementary, program-related output. A programming signal and a supplementary, program-related data signal containing rewards data for product or service purchases are combined into a broadcast signal which is then broadcast from a program signal source. The broadcast signal is received, and the programming signal of the received broadcast signal is performed with reproduction equipment for an audience. The rewards data is stored on a portable storage media for use in accessing rewards corresponding to the rewards data. The rewards data can be used for printing coupons used in redeeming the rewards or for use in accessing rewards validation codes for storage on the portable storage media. The portable storage media and/or the printed coupons can then be used to purchase the corresponding goods or services.